

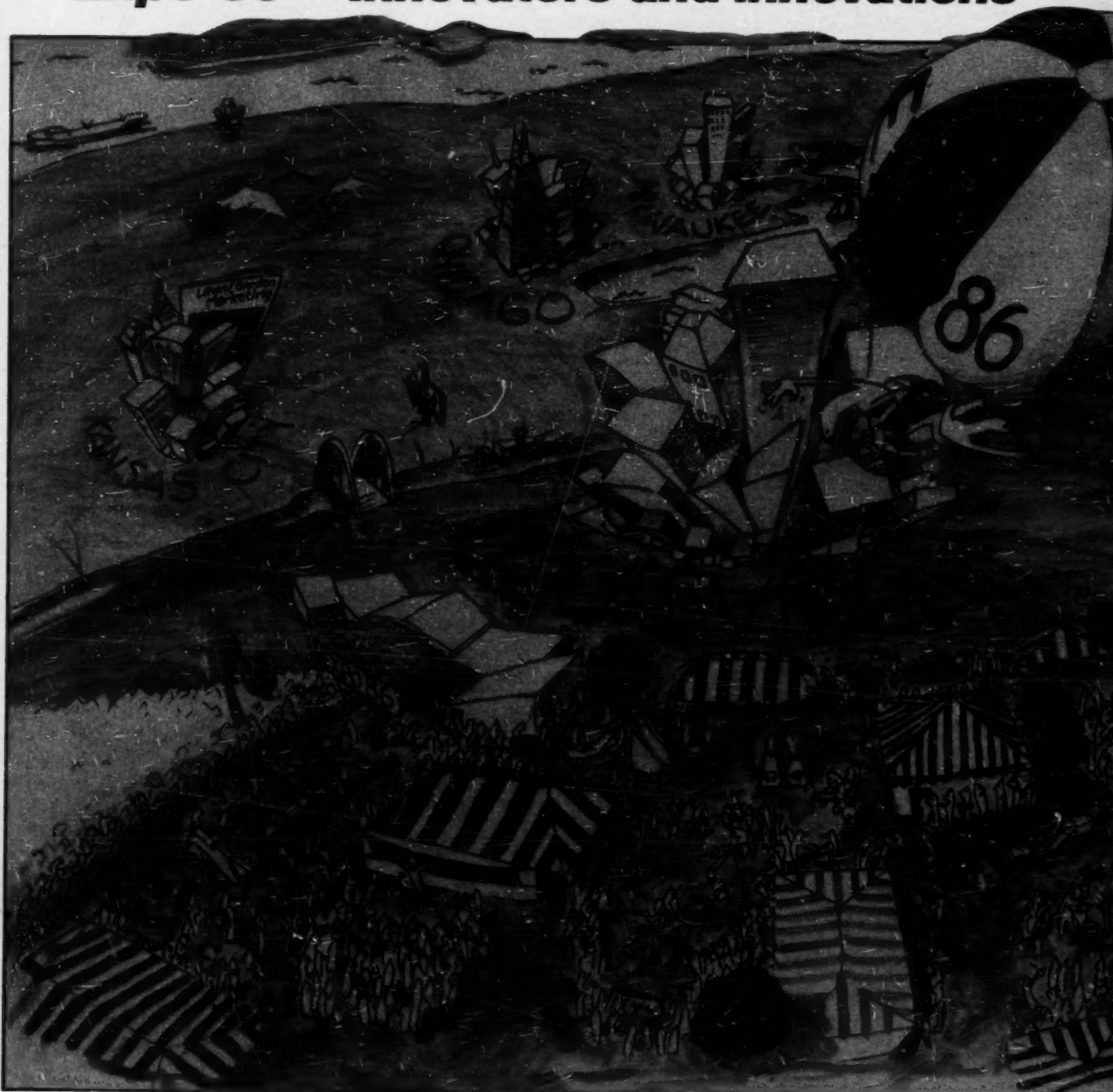
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Lawn & Garden Marketing

JULY 1986

Reports on: Briggs & Stratton venture

Expo 86 • Innovators and innovations



Contents

Lawn & Garden Marketing

The merchandising magazine for lawn, garden and leisure living products.

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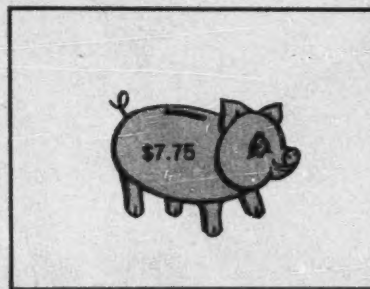
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Show business

Expo 86 will feature expanded exhibit and demonstration space and more dealer conveniences and seminar topics. page 8

Entertainment Louisville style

In addition to business activities, Expo visitors can take part in tours, a moonlight cruise and a picnic. page 16

Briggs & Stratton begins Japanese venture

With the establishment of joint ventures with two Japanese companies, Briggs & Stratton plans to design new products and use new expertise. page 18

Who's who at the show

The most current listing of the more than 400 Expo exhibitors and their booth assignments, at press time, tells who will be in Louisville. page 22

Innovators and innovations

Because finding a better mousetrap is often a matter of perception, buyers at trade shows must know what, where and how to look for new products in order to make the search profitable. page 28

Exhibitors showcase

This sample of the hundreds of products Louisville exhibitors will display presents a glimpse of things to come at the Expo. page 38

Season spotlights shows, seminars

Eight trade shows allow buyers in all aspects of the lawn and garden business to check out the new offerings. Several shows include seminars and workshops. page 86

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September in Europe is filled with trade shows for lawn and garden buyers around the world. page 92

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Cover illustration by Kendall Young.

AUGUST:

- NHS coverage
- Improvements in watering products
- Spring Product Movement Report
- OPE report

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Power Equipment Report

NESDA dealers report labor rates, advertising media

In the second part of the National Equipment-Servicing Dealers Assn. demographic survey, dealers reported a national average shop labor rate of \$27.33 per hour.

According to the results, geography has a significant effect on rates. At \$45, New Jersey dealers reported the highest rate, while Illinois and Pennsylvania reported the lowest at \$14. In addition, dealers from 28 states had shop labor rates more than 10 percent above or below the national average.

Information from the three-part survey is being used to help define NESDA's role and the needs of its members, says Norm Beck, executive director.

"The survey helps us develop a profile of dealers so we know who we represent," he says. "Then, as issues come up, we can take a logical stand."

As well as shop rates, dealers reported typical wages. Trained mechanics ranked first at \$7.75 per hour; parts managers make \$6.69, and salespeople make \$6.46 per hour. Apprentices earn \$4.50.

About 65 percent of respondents said their employees are trained very well, and 34 percent said training was adequate. About 95 percent of dealers said training was obtained in the shop, and 77 percent said it was from distributor schools.

For employee benefits, 63.5 percent of respondents provide medical plans, and 16 percent provide pensions. A variety of other benefits were also reported.

The survey also asked dealers about advertising. While 91 percent advertise in newspapers, only 42 percent advertise on the radio, and 38 percent use shopping guides.

Each dealership also averages eight listings in the major telephone company Yellow Pages.

Dealers also ranked quality, profit potential, credit terms, being the first to have it and packaging as the most important features when considering a new product line.

In the final part of the survey, NESDA questions dealers about other dealers. "Dealers want to know whether they are doing business the way other successful dealers do business," Beck says.

Results will be published in an upcoming issue of *Lawn & Garden Marketing*.

Average per hour wages at service dealerships



Source: NESDA demographic survey 1986, Part II

Homelite film outlines position on safety

The Safe-T-Tip® anti-kickback device from Homelite Division of Textron Inc., Charlotte, N.C., is celebrating its 10th anniversary.

To promote its safety leadership, Homelite has developed a six-point safety system that outlines its position on chainsaw safety within the industry.

A 10-minute film presents the six-point safety system and is supported with literature and promotional materials such as booklets, posters, data sheets, co-op materials and photographs. These materials come packed in a special Homelite Chain Safety Kit which is available to Homelite dealers.

In the kickback reaction, the chain at the upper quadrant of the guidebar nose takes too large a bite or makes contact with a solid object, causing the chainsaw to react in an upward arc back toward the operator.

The Safe-T-Tip device eliminates kickback in chainsaws. To date Homelite is the only brand featuring a device that totally prevents kickback.

Briefs

• Roland L. von Kaler was appointed vice president of the Peerless Gear Division of the Tecumseh Products Co., Grafton, Wis.

• Murray Ohio Mfg. Co., Brentwood, Tenn., appointed Jerry R. Smith as senior vice president, operations. He replaces Cromer Smotherman, former executive vice president and chief operating officer, who retired in December 1985.

• Ronald L. Akin has joined the staff at Dixon Industries, Coffeyville, Kan., as a customer service representative. Marty Embertson and Bob Kyle have been appointed territory managers. Embertson has been assigned to cover Washington, Oregon and part of Idaho. Kyle is responsible for central and southern Illinois.

• Didier Log Splitters, Milwaukee, appointed Richard Petfalski as sales manager for its line of hydraulic log splitters.

• Sachs-Dolmar Division, Shreveport, La., named John Foster as service manager. Rolf Hall was also named

eastern regional sales manager.

• The executive committee of the Texas Service Dealers Assn. has selected Virgil Russell to serve as full-time executive director.

• George R. Tiedens was appointed group vice president-power systems, and James M. Roenitz was named vice president-plumbing and specialty products North America for Kohler Co., Kohler, Wis.

• The Southwest Outdoor Power Equipment and Lawn/Garden Market is scheduled for Aug. 22-24 in the new 100,000 square-foot Exhibit Hall at Will Rogers Memorial Complex, Fort Worth, Texas.

• Lennart Erlandsson has been named president of the newly formed Pioneer/Partner Co. He will be responsible for long-range strategic planning for the chainsaw line in North America.

• Reed Usrey has been named the national sales manager for Echo Distributing/Canadian Branch.